

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1-9 and ADD new claim 10 in accordance with the following:

1. (CURRENTLY AMENDED) A method of acquiring new customers, the method comprising the steps of:

~~transmitting an introduction request mail related to a new customer introduction to a terminal of an existing customer of a company to acquire a customer through a Web site;~~

~~accepting an introduction source entry from the existing customer;~~

~~transmitting, to the terminal of the existing customer, an introduction mail which includes a message for introduction goods and a service of the company from the terminal of the existing customer to a terminal of an introduced person and is to be transferred from the terminal of the existing customer to the terminal of the introduced person;~~

~~accepting an order and purchase of the goods and the service from the introduced person induced to the Web site through the introduction mail; and~~

~~transmitting the introduction request mail to the terminal of the introduced person by setting the introduced person to be an existing customer only when carrying out the order and purchase.~~

transmitting, to a first terminal at an existing customer of a business, a first mail requesting an introduction of a new customer-to-be for the business to acquire new customers through a Web site, based on information of the existing customer registered in a first file;

registering the information of the existing customer to a second file when receiving an application from the existing customer as an introducer of a person as a new customer;

transmitting, to the first terminal, a second mail to be transferred to a second terminal of the person, the second mail including information on the business;

registering information of the person introduced as the new customer to a third file when the person places an order through the Web site according to the information on the business;
and

transmitting a third mail requesting an introduction of another new customer-to-be for the business to the second terminal when the person is regarded as another existing customer.

2. (CURRENTLY AMENDED) The method according to claim 1, further comprising:
~~a step of giving providing~~ an incentive to the existing customer when the person
~~introduced-person~~ places an orderorders for goods and/or service through the Web siteand
~~purchases the order and service.~~

3. (CURRENTLY AMENDED) The method according to claim 1, wherein the
~~introductionsecond~~ mail is transferred to an e-mail address selected from an e-mail address
book of the first terminal ~~of the existing customer.~~

4. (CURRENTLY AMENDED) The method according to claim 1, wherein the
information ~~introduced person is made to input information about the existing customer is~~
inputted at the second terminal when the person places the order through the Web site-order
~~and purchase accepting step.~~

5. (CURRENTLY AMENDED) A computer readable medium for storing instructions,
which when executed on a computer, causes the computer to perform ~~the steps operations~~ of:
~~transmitting an introduction request mail related to a new customer introduction to a~~
~~terminal of an existing customer of a company to acquire a customer through a Web site;~~
~~accepting an introduction source entry from the existing customer;~~
~~transmitting, to the terminal of the existing customer, an introduction mail which includes~~
~~a message for introduction goods and a service of the company from the terminal of the existing~~
~~customer to a terminal of an introduced person and is to be transferred from the terminal of the~~
~~existing customer to the terminal of the introduced person;~~
~~accepting an order and purchase of the goods and the service from the introduced~~
~~person induced to the Web site through the introduction mail; and~~
~~transmitting the introduction request mail to the terminal of the introduced person by~~
~~setting the introduced person to be an existing customer only when carrying out the order and~~
~~purchase.~~

transmitting, to a first terminal at an existing customer of a business, a first mail
requesting an introduction of a new customer-to-be for the business to acquire new customers
through a Web site, based on information of the existing customer registered in a first file;
registering the information of the existing customer to a second file when receiving an
application from the existing customer as an introducer of a person as a new customer;

transmitting, to the first terminal, a second mail to be transferred to a second terminal of the person, the second mail including information on the business;

registering information of the person introduced as a new customer to a third file when the person inputs an order through the Web site according to the information on the business;
and

transmitting a third mail requesting an introduction of another new customer-to-be for the business to the second terminal when the person is regarded as another existing customer.

6. (CURRENTLY AMENDED) An apparatus for acquiring new customers, said apparatus comprising:

~~a first transmitting unit which transmits an introduction request mail related to a new customer introduction to a terminal of an existing customer of a company to acquire a customer through a Web site;~~

~~an entry accepting unit which accepts an introduction source entry from the existing customer;~~

~~a second transmitting unit which transmits, to the terminal of the existing customer, an introduction mail which includes a message for introducing goods and a service of the company from the terminal of the existing customer to a terminal of an introduced person and is to be transferred from the terminal of the existing customer to the terminal of the introduced person;~~

~~an order and purchase accepting unit which accepts an order and purchase of the goods and the service from the introduced person induced to the Web site through the introduction mail; and~~

~~a third transmitting unit which transmits the introduction request mail to the terminal of the introduced person by setting the introduced person to be an existing customer only when carrying out the order and purchase.~~

a server connected with a first terminal at an existing customer of a business and a second terminal at a person introduced as a new customer by the existing customer, including:

a first file including information of the existing customer,

a second file to which information of the existing customer is to be registered as an introducer of the person as a new customer,

a third file to which information of the person is registered as a new customer,

an output control unit that transmits a first mail and a second mail to the first terminal, and transmits a third mail to the second terminal, the first mail requesting an introduction of a new customer-to-be for the business, the second mail including information on the business,

and the third mail requesting an introduction of another new customer-to-be for the business,
and

an input control unit that receives information from the first terminal and the second
terminal, and

where the output control unit transmits the first mail to the first terminal to acquire new
customers through a Web site based on the information in the first file,

the server registers the information of the existing customer to the second file when the
input control unit receives, from the first terminal, an application for introducing the person as a
new customer,

the output control unit transmits the second mail, which is to be transferred to the second
terminal, to the first terminal,

the server registers information of the person introduced as a new customer to the third
file when the input control unit receives an order from the second terminal through the Web site,
the order being made by the person according to the information on the business, and

the output control unit transmits the third mail to the second terminal when the server
regards the person as another existing customer.

7. (CURRENTLY AMENDED) The apparatus according to claim 6, wherein the
server further comprising an incentive giving unit which gives provides an incentive to the existing
customer when the person introduced places an order for goods and/or service through the web
site person orders and purchases the order and service.

8. (CURRENTLY AMENDED) The apparatus according to claim 6, wherein the
output control unit transfers the second mail introduction mail is transferred to an e-mail address
selected from an e-mail address book of the first terminal of the existing customer.

9. (CURRENTLY AMENDED) The apparatus according to claim 6, wherein the
input control unit receives the information about the existing customer when the input control unit
receives the order from the second terminal, said order and purchase accepting unit makes the
introduced person to input information about the existing customer being inputted at the second
terminal.

10. (NEW) A method of acquiring new customers for a business, comprising:
transmitting a first mail requesting an introduction of a new customer to a terminal of an

existing customer based on registered information of the existing customer in a first file and registering the information of the existing customer to a second file based on a response to the first mail from the existing customer; and

transmitting a second mail including information related to the business to other terminals via the terminal of the existing customer and registering customer information of other terminals to a third file in response to orders received from the other terminals according to the information related to the business.